



# Glossary

**Absolute link** A link that includes the target page's full Web site location and directory information (for example, `<A HREF="http://www.course.com/sl/default.htm">`); most useful to reference a specific page on a different Web site. See also *Relative link*

**Active white space** An empty zone deliberately placed between page elements, which reinforces their separateness and helps the user mentally group the page into sections. See also *Passive white space*, *White space*

**Add-on** A small program you can download from the Web for free that extends a browser's capabilities; required for viewing some multimedia formats, including Flash animation.

**Animated GIF** A GIF file that combines two or more images into a single file, and includes instructions on how the images presented.

**Arithmetic operators** Symbols that allow you to program scripts to manipulate variables mathematically.

**Attributes** Extra settings available in most HTML tags that allow you to add to or change a tag's default features.

**Back end** The part of a Web page made up of the programs that reside on an organization's computer system that are responsible for processing submitted data. See also *Front end*

**Bandwidth** The data transfer capacity of a Web user's Internet connection.

**Broadband** Internet connection technologies that allow faster downloads than traditional dial-in modems.

**Call** To trigger a function; usually accomplished using an event handler.

**Cascading Style Sheets (CSS)** An HTML extension designed to streamline Web page formatting and layout; allows you to specify settings as attributes for more than 50 properties of any page element, rather than requiring separate tags.

**Case-sensitive** Describes a language that treats capital and lower-case versions of the same letter as different characters.

**Cell** The intersection of a row and a column in a column; contains a single unit of table data. See also *Column*, *Row*, *Table*

**CGI** See *Common Gateway Interface*

**Checkbox** A form field with a predefined value that users select by clicking; checkboxes may appear independently, or in a set from which users can make multiple selections.

**Column** A single vertical line of data in a table. See also *Cell*, *Row*, *Table*

**Common Gateway Interface (CGI)** A standardized protocol used in communication between the Web server and the programs that process the information collected in a form. See also *Script*

**Conditional** A programming decision point that allows your script to choose one of two paths, depending on a condition that you specify.

**CSS** See *Cascading Style Sheets*

**Debugging** The process of systematically identifying and fixing a code or script's bugs.

**Dot syntax** A method of referencing objects in an object hierarchy; begins on the document level, with each level name separated by a period.

**Download time** The amount of time it takes for a Web page and its associated files to transfer from their location on the Web to a user's browser.

**Drop-down list** See *Pull-down menu*

**E-commerce software** Software used in conjunction with online ordering to communicate with other organizational software systems, such as billing and order fulfillment.

**Event** Each action by a user.

**Event handlers** Terms that specify possible user actions.

**Extensible Hypertext Markup Language (XHTML)** A revision of HTML that transforms the language into a rigorous system in line with related languages used for other applications.

**Extensible Markup Language (XML)** A sister language to HTML, used to deliver reusable data from many databases and multiple platforms in a clear format.

**Field** A form element such as a text box or a pull-down menu that allows user input.

**Flash animation** A highly compressed multimedia presentation created with proprietary technology from Macromedia Inc.

**Form** A set of fields that allow Web page users to enter information and submit it for processing.

**Frames** A web page layout tool that allows you to divide up the browser window into parts, each of which displays a separate HTML document. See also *Frameset*

**Frameset** A separate HTML document specifying the organization of frame components within the browser window; includes only the page's structural information. See also *Frames*

**Front end** The Web page that users see in their browsers. See also *Back end*

**Function** A named script that performs a certain task.

**Gamma settings** Properties of a digitized image file that specify the degree of contrast between mid-level gray values.

**GIF (graphics interchange format)** A popular Web page graphics format for line art and animations; the format is proprietary and requires licensing fees in some cases.

**Grid** A layout feature consisting of a set of columns and rows that positions and groups a page's elements.

**Hand-coding** Creating Web pages by entering the HTML tags yourself, rather than using software to automatically generate code based on a design.

**Hexadecimal** See *Hexadecimal equivalent*

**Hexadecimal equivalent** The six-digit numerical equivalent used to describe the color of a Web page element.

**Hot spot** A linked area within an image map. See also *Image map*

**HTML document** A text file made up of text and HTML instructions, which a browser displays as a Web page.

**HTML file** See *HTML document*

**Hyperlink** see *Link*

**Hypertext Markup Language (HTML)** The language in which all pages on the Web are written.

**Image map** A graphic that has different areas which are linked to different Web pages. See also *Hot spot*

**JavaScript** A scripting language adapted from Sun Microsystems' Java programming language; supported by common browsers. See also *JScript*, *VBScript*

**JScript** Microsoft's adaptation of Sun Microsystems' Java programming language for Web use. See also *JavaScript*, *VBScript*

**JPG** A popular Web page graphics format for photographs.

**JPEG** see *JPG*

**Keywords** Terms in a Web page that identify the page's key concepts or focus; a search engine must determine these when adding a Web page to its database.

**Label** Text adjacent to a form field, which explains what information is required by the field.

**Linear** Describes a web page format that limits you to stacking page elements above and below each other, and provides few options for horizontal placement.

**Link** A specially formatted Web page object that the user can click to open a different Web page.

**Logical formatting** Formatting that indicates that a page element fits a certain function or role. See also *Physical formatting*

**Methods** Actions that an object can carry out.

**Multi-line text area** A type of form field that accommodates multiple lines of typed input.

**Multimedia** The integration of sound and video with a Web page's text and graphics.

**Navigation bar** A set of links to the home page and main sections of a Web site, which appears on every page.

**Nested table** A table which itself comprises the cell contents of a larger table; often used within a structuring table. See also *Structuring table*

**Null** A value equal to zero or nothing.

**Object** An element in the browser window identified by JavaScript as a distinct unit; each object has a default name and set of descriptive features based on its location and function.

**Object hierarchy** JavaScript's organization of objects; much like the system of folders used by Windows to keep track of disk contents.

**Ordered list** A list in which each item is automatically numbered or lettered. See also *Unordered list*

**Passive white space** A large area of unused space that doesn't serve a purpose for a Web page design. See also *Active white space*, *White space*

**Physical formatting** Format whose sole function is to tell the Web browser to apply a specific visual format. See also *Logical formatting*

**Pipe** A character (|) often used as a unique dividing character between each adjacent set of link text in a text-based horizontal navigation bar.

**Pixel** One of the points of light that make up the display on a computer screen; short for "picture elements," and abbreviated "px."

**Placeholder** A simple document that serves as a link target for an unfinished Web page; it contains text explaining that the target page is incomplete.

**Platform** The unique characteristics of a Web user's computer system, including browser brand, browser version, operating system, and screen resolution.

**PNG** A recently-developed Web page graphics format for line art and photographs; browser support is not widespread.

**Properties** An object's qualities such as size, location, and type.

**Pull-down menu** A form field that displays possible values in a collapsible menu; the field appears on a Web page as a single-line text area with an arrow button, and clicking the button displays the menu.

**Push button** A labeled form field that a user can click to perform a task.

**Radio button** A form field with a predefined value that users select by clicking; multiple radio buttons are grouped in a set of related options, from which users can make only one choice.

**Relative link** A link that includes only information about the target page's location relative to the current Web page (for example, <A HREF="justice.htm">); most useful for referencing other pages in your Web site, without needing to type the entire path to each page. See also *Absolute link*

**Reset button** A push button that clears all the input in a form, allowing a user to start over.

**Resolution** A monitor's screen display dimensions (width by height), in pixels; for example, 800 x 600 is a common resolution.

**Row** A single horizontal line of data in a table. See also *Cell, Column, Table*

**Sans serif font** A font that does not have serifs, the small strokes at the ends of the characters; Arial is a sans serif font. See also *Serif font*

**Script** In form processing, a file containing a short set of instructions on how to process data after submission; in Web page scripting, a program in a Web page that runs on the viewer's browser. See also *Common Gateway Interface*

**Scripting** The process of writing scripts.

**Scroll box** A form field that displays possible values in a scrollable menu.

**Serif font** A font that has small strokes (called serifs) at the ends of the characters; Times New Roman and Palatino are serif fonts. See also *Sans serif font*

**Single-line text box** A type of form field that accommodates one line of typed input.

**Source** The text and HTML code that make up a Web document.

**Spanning** To mark a single table cell as part of multiple rows or columns.

**Story boarding** Planning Web page or Web site design by sketching the elements you want to include and how you want them arranged.

**Submit button** A push button that submits information for processing.

**Table** A format for presenting information in a grid. See also *Cell, Column, Row*

**Tag** Each HTML instruction in an HTML document.

**Target** The Web page that opens when a user clicks a link.

**Template** A document containing Web page code for the structure and common elements of all the pages in a Web site.

**Text image** A graphic showing text; best used sparingly to implement formats that HTML cannot reliably create.

**Toggle** An element with two possible values that that are selected alternately by clicking it (for example, clicking a checkbox adds a check; clicking it again removes the check).

**Uniform Resource Locator (URL)** Web site address.

**Unordered list** A list in which a bullet icon displays next to each item. See also *Ordered list*

**URL** See *Uniform Resource Locator*

**VBScript** Microsoft's adaptation of its Visual Basic programming language for Web use.

**Values** Pieces of information that you specify to JavaScript, often with instructions to perform functions on them.

**Variable** A nickname for a value, which makes repeated references easier and more efficient.

**Web server** A computer permanently connected to the Internet, usually by means of lines reserved for that purpose; stores published Web documents.

**Web site** A group of related Web pages.

**Webcasting** The use of multimedia technology by radio and television stations to make their normal programming available live on their Web sites.

**White space** Any empty area in a Web page layout. See also *Active white space, Passive white space*

**XHTML** See *Extensible Hypertext Markup Language*

**XML** See *Extensible Markup Language*